

ANALYSIS THE SMART DEMOCRACY CAR PROGRAM (MOCI) IN INCREASING THE PARTICIPATION OF FIRST-TIME VOTERS IN CIKOLE DISTRICT, SUKABUMI CITY

Dila Dwi Lestari^{1*}, Dian Purwanti², Tuah Nur³

Universitas Muhammadiyah Sukabumi

E-mail: lestaridila32@gmail.com

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Abstract

Study This analyze the influence of the Smart Car Program Democracy (MOCI) against participation voters beginners in the District Cikole , Sukabumi City . Background behind study based on the phenomenon decline participation voters in the 2024 Election by 0.19% even though the MOCI program has launched as innovation education politics . Method study use approach quantitative descriptive with stratified random sampling technique on 98 respondents voters beginner aged 17-21 years . Data collection was carried out through questionnaire and analyzed use theory James Anderson's program evaluation which includes dimensions transparency , accountability , efficiency , and effectiveness . Research results show that implementation of the MOCI program is in the category moderate (47.8%), with findings main in the form of low accessibility information (52.2% no agree), lack of transparency program stages (49% no agree), and inefficiency utilization source Power humans (91.8% stated lack power work). Although Thus , this program succeed increase awareness political voters beginner , proven with 55.1% of respondents understand rights and obligations as voters . Research conclude that the MOCI program has not yet give influence significant to improvement participation voters beginner Because factor low trust to party politics and candidates as well as intensity suboptimal socialization . Recommendations study covers improvement transparency information , optimization human resource management , and strengthening socialization strategies digital -based for reach voters beginner in a way more effective .

Keywords: Participation Voters Beginner , Smart Car Democracy , Program Evaluation , Sukabumi City

INTRODUCTION

Low political participation, particularly among the younger generation, poses a serious challenge to local democracy. Many factors contribute to this phenomenon, including a lack of understanding of the democratic process, limited access to relevant political information, and public distrust of the existing political system. According to data from the Election Supervisory Agency (Bawaslu), voter participation in the 2019 Election reached 81.97%, but this figure indicates that approximately 18% of first-time voters still did not exercise their right to vote. Among these voters, first-time voters are often the least engaged group, with many feeling inadequately informed or knowledgeable about the electoral process. Sukabumi City, as one of the regions holding elections, faces unique challenges in increasing voter participation. Based on data from the Sukabumi City KPU, the number of registered voters in the 2019 Election reached 232,691 people, which is 81.97%, while during the implementation of the 2024 presidential election where the smart democracy car program was launched and activated with a DPT of 258,028 people, which is 81.78%, there was a decrease in voter participation of 0.19%. This is a problem because we need to know what factors caused the decrease in participation in the city of Sukabumi, especially first-time voters in the Cikole sub-district. For more details, we can see the following table data.

Table 1.1 1of Voter Participation in the 2019 Presidential Election

Region	1) Ir. H. Joko Widodo – Prof. Dr. (HC) KH Ma'ruf Amen	2) H. Prabowo Subianto – H. Sandiaga Salahudin Uno
Baros	5,256	16,014
Cibeureum	5,965	17,852
Cikole	13,812	24,183
Citamiang	9,148	21,732
Mountain Quail	8,627	19,758
Overtime Situation	6,822	16,397
Warudoyong	11,977	22,708
Amount	61,607	138,644
Amount Overall	200.2 5 1	

Source : Sukabumi City Election Commission , 2024

Table 1.2 2of Permanent Voters in Sukabumi City

Man	Woman
15,930	16,262
21,515	22,423
17,630	18,008
20,342	20,128
12,273	12,371
13,302	13,712
14,415	14,380
115,407	117,284
232,691	

Source : Sukabumi City Election Commission , 2024

In a way percentage DPT numbers have reached 81.97% equivalent with 232,691 votes However If seen from participation active voters Still found around 32,440 who did not use right his voice It means in a way percentage number participation voters in the city Sukabumi Not yet reached 100%. This become task for Sukabumi City Election Commission For Keep going make an effort increase participation voters through various programs and innovations . To address this low political participation problem, the Sukabumi City General Elections Commissioner began developing a new, more interactive and modern educational strategy, namely the Smart Democracy Car Program (MOCI), which is a derivative of the RPP program. MOCI is designed as a car equipped with technology and multimedia features to convey democratic information directly to the community using a ball-picking system. This program can provide relevant and easy-to-understand educational materials for anyone, including first-time voters, so they feel more confident in exercising their right to vote. This program not only focuses on disseminating information related to the election but also invites the public to actively discuss and ask questions about the democratic process. In this way, MOCI functions as a bridge between the KPU and the community, thereby building public trust in the election organizing institution. Matter This even appreciated by the West Java Provincial KPU, as the only innovation that exists in West Java. The implementation of the MOCI program is not without practical challenges, including ensuring accurate and neutral information and avoiding bias in the delivery of the material. Furthermore, appropriate promotional strategies must be considered to reach all segments of society, especially millennials who are more familiar with digital technology.

In the implementation of the Smart Democracy Car (MOCI) program, there are several legal bases that underlie efforts to increase voter participation, especially among first-time voters in Indonesia. First, the 1945 Constitution of the Republic of Indonesia (UUD 1945) affirms in Article 1 Paragraph (2) that "Sovereignty rests with the people and is exercised according to law , " which serves as the basis for every citizen to participate in the democratic process. In addition, Article 22E of the 1945 Constitution stipulates that general elections must be conducted directly, publicly, freely, secretly, honestly, and fairly, thus creating space for voter education programs such as MOCI. Furthermore, Law Number 7 of 2017 concerning Elections provides a legal framework for the

implementation of elections and emphasizes the importance of public participation in the process. The MOCI program is in line with the KPU policy as stated in the General Elections Commission Regulation (PKPU), which regulates voter socialization and education.

LITERATURE REVIEW

Public Administration

Definition administration public covers two keywords that is administration and public . Terms the administration that we know moment this is in Indonesia origin from the word *administrare* which originates from from Language Latin that is *ad* which means on whereas *ministry* is serve . Thus, if viewed from the origin of the word, administration means providing services to.

Administration public according to Chandler and Plano (2014: 3) is a process where resources and personnel public organized and coordinated For formulate , implement and manage decisions in policy public . In other words, it means learn How government and institutions public design , implement , and evaluate policy For fulfil need society . In context this , administration public functioning as bridge between government and society , ensuring that policies taken can implemented with good and giving maximum benefits McCurdy (2014:) stated that that administration public can seen as a political pose , namely as one of the method method to rule a country and can also be considered as principled way For do various state function in other words according to McCurdy administration public No only just problem managerial but also a problem politics .

Besides That theory administration public covers various approach , start from traditional to modern, each of which has different characteristics and focus in understand dynamics government of one of the approach in administration public is approach rational , which emphasizes importance taking data - based decisions and analysis . Components administration public consists of from various interconnected elements related and contributing in reach objective service effective public . One of the component main is *organization* , which includes structures and systems that regulate How institution government operating .

Public Management

Public management is a discipline that studies the management of resources and processes within public organizations to achieve predetermined goals. According to Denhardt (2015), public management is the art and science of managing public organizations to provide effective and efficient services to the public. The main objective of public management is to improve the quality of public services and meet the needs of the community, with a focus on *Efficiency* , which focuses on optimally using resources to achieve the desired results. *Effectiveness* to achieve predetermined goals and objectives. *Accountability* to ensure that actions and decisions taken by public organizations can be accounted for to the public. And finally, there is *Transparency* , this is to create a process that is open and accessible to the public. Management public No only covers management source Power human , effectiveness , accountability , and transparency but Also involving planning strategic , besides management strategic , organizing , implementing , and evaluating policy public is matter important in management public .

One of aspect main from management public is *planning* . Planning in context management public involving identification the goals and objectives you want to achieve achieved as well as strategy development for achieve it . The planning process must consider various factor external and internal that can influence success of the program, this is where importance analysis comprehensive situation For understand need community and resources available power , with good planning , government can allocate source Power in a way efficient and effective For reach desired results .

Participation Political

Political participation is one of the hallmarks of political modernization. In underdeveloped societies, government and political affairs are considered the sole domain of a particular elite group. These include farmers, laborers, small traders, and those new to politics, such as first-time voters. These are groups of people who are less aware of how government policies can affect their lives. Political participation literally means participation. In a political context, it refers to the participation of citizens in various political processes, including citizen involvement in all stages of policy, from decision-making to decision evaluation, including the opportunity to participate in decision implementation.

Participation Voters Beginner

Participation voters beginner is one of the element important in system democracy , because group This reflect generation new ones that have potential big For influence direction future policies . Voters beginner defined as new citizens first time using right choose it in elections , usually aged 17 to 21 years or has married , according to with Law no. 10 of 2008 concerning Election . Group This often consists of from students , college students , and workers young people who are still is at in stage beginning involvement political They are here . strategy is needed for party political For interesting voters ' interest and attention very potential beginner will voice they

Election General

Election general or often abbreviated as Election is one of the characteristics that must be exist in democratic countries , with thus elections is important means For people in life state , election results general held in atmosphere openness with freedom opinion and freedom union in accordance with Article 28 of the 1945 Constitution of the Republic of Indonesia is considered reflect with Enough accurate reflect aspirations people and participation people in every party democracy . Based on article 1 paragraph (1) of the Law Republic of Indonesia Number 7 of 2017 concerning General elections .

METHOD

According to Sugiyono (2018:13), quantitative research methods are explained as a research method based on positivistic or concrete data, where the data in this research are in the form of numbers that can be measured using statistics as a test tool for data calculations, and are also related to the problem being researched to be able to produce a conclusion. According to Sugiyono (2013:53) the descriptive method can be defined as follows "a problem formulation that can be related to the statement of the existence of independent variables, either only on one variable or more" independent variables are variables that stand alone, not independent variables, because if the independent variable is always associated with the dependent variable. The definition of descriptive research according to V. Wiratna Sujarweni (2014:11) states that: "Descriptive research is research conducted to determine the value of each variable, whether one or more variables are independent without making relationships or comparisons with other variables".

Operational Variables

Operationalization of variables is the process of defining research variables in concrete and measurable terms. According to Sugiyono (2017), operational variables are attributes, properties, and values of objects or activities that have specific variations that have been determined by researchers to be studied and then conclusions drawn.

This research consists of the following variables:

a. Variables Independent (Free)

This variable is often referred to as a stimulus, *predicator*, or *antecedent variable* . In Indonesian, it is often referred to as an independent variable. An independent variable is a variable that influences or causes changes or the emergence of a dependent (related) variable (Sugiyono 2020:67). The independent variable in this study is the MOCI program analysis.

b. Variables Dependent (Bound)

Dependent variables are often referred to as *output*, criteria, or consequences. In Indonesian, they are often referred to as bound variables. A bound variable is a variable that is influenced or becomes a consequence of the independent variable (Sugiyono, 2020:67). The dependent variable in this study is first-time voter participation.

A population is a generalized area consisting of objects or subjects with certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2020:126). The population in this study was first-time voters in Cikole District, Sukabumi City, totaling 5,442 people (K PU Kota Sukabumi, 2024).

Table 1 Number of First-Time Voters

SUBDISTRICT	ELECTION 2019 AGE 17-21			ELECTION 2024 AGE 17-21		
	L	P	L+P	L	P	L+P
MOUNTAIN PUYUH	2,051	1,825	3,876	2,440	2,355	4,795
CIKOLE	2,604	2,441	5,045	2,805	2,637	5,442
CITAMIANG	2,140	2,082	4,222	2,388	2,311	4,699
WARUDOYON G	2,580	2,420	5,000	2,703	2,556	5,259
BAROS	1,415	1,411	2,826	1,631	1,644	3,275
LEMBURSITU	1,523	1,477	3,000	1,730	1,674	3,404
CIBEUREUM	1,802	1,668	3,470	1,986	1,896	3,882
TOTAL	14,115	13,324	27,439	15,683	15,073	30,756

Source: KPU 2024

So the required sample size is 98 (rounded up) The sample size calculation used a standard error of 10%. This standard error was determined due to the large population size being studied. Based on the Slovin formula, a sample size of 98 respondents was obtained. Sampling techniques are divided become two group that is *probability sampling* And *non probability sampling* . On study This , researchers use *probability sampling*. According to Sugiyono (2018:81) *probability sampling* is technique taking sample Which give opportunity or chance Which The same for every element or member population For chosen become sample ". *Probability sampling* consists of from *simple random sampling* , *proportionate stratified random sampling*, *disproportionate stratified random sampling*, *area (cluster) sampling* . Because of research This focused to voters beginners who have prone to age namely 17-21 years so researchers use technique *stratified random sampling* . This technique chosen Because population voters beginner own different characteristics (age), so that taking sample need done in a way proportional based on age strata For ensure accurate representation .

- 1) Determination of strata
 - a) Strata determined based on group age voters beginner :
 - b) Strata 1: age 17-18 years
 - c) Strata 2: age 19-20 years
 - d) Strata 3: age 21 years
- 2) Allocation sample per stratum
 - a) Proportion of stratum 1 (17-18 years) : $(2,000/5,442) \times 98 = 36$ respondents
 - b) Proportion of strata 2 (19-20 years) : $(2,500/5,442) \times 98 = 45$ respondents
 - c) Proportion of stratum 3 (21 years) : $(942/5,442) \times 98 = 17$ respondents

Data collection techniques are the methods used to obtain data and information needed for research. The data required for this research are primary and secondary data. According to Sugiyono (2018:456), primary data is a data source that directly provides data to the data collector, collected by the researcher directly from the primary source or research object, while secondary data is a data source that does not directly provide data to the data collector, for example through other people or documents. In this research, the secondary data sources are books, journals, articles, and documents related to what is directly related to the research topic .

RESULTS AND DISCUSSION

Analysis Program Car Intelligent Democracy (MOCI)

Researchers explain response respondents about implementation The Smart Democracy Car (MOCI) program in Cikole District, Sukabumi City, is based on Ramlan Subakti's theory of political participation. James Anderson's program evaluation theory has several important dimensions in evaluating effectiveness policy, that is honesty, efficiency, And performance policies with several important indicators, namely transparency of program information, accountability of financial management, conformity of implementation to plans, absence of KKN practices, ratio of costs to number of participants, effectiveness of human resource utilization, minimization waste budget, effectiveness use time, increasing access to public services, creating public values, and community

participation.

Transparency Program Information

Dimensions transparency information in policy public play plays an important role in ensuring the successful implementation of a program. The transparency referred to consists of the availability of information that is easily accessible to the public, Good related with objective, benefit, process implementation, and the expected results of the policy or program. A transparent program gives the public the opportunity to know clearly what is expected from they, What benefit Which can they get, as well as how the program will be implemented and its success measured. This way, the public can play an active role in supporting the program, increasing trust in the government, and reducing the potential for rejection or dissatisfaction.

The Smart Democracy Car (MOCI) Program in Sukabumi City, transparency of information is key to ensuring that the public has understanding Which Good about various aspect program This. So that In order for the program's goals and benefits to be achieved, information about the program must be conveyed. with clear And can accessible by public in a way wide. Assessment of the transparency of this information can be seen from the extent to which the public feels information about program This easy accessible And understood. This research focus on as far as where information about program MOCI Already reaching the public and whether they feel they have sufficient information to participate actively. To find out the public's response to this information transparency, see the following table:

Table 3.1 Information about Program This Easy Accessed by Public

Alternative Answer	Weight Mark	Frequency	Amount Score	Percentage
Very No Agree	1	2	2	2.00%
Don't agree	2	51	102	52.2%
Neutral/ Undecided	3	4	12	4.00%
Agree	4	40	160	40.8%
Very Agree	5	1	5	1%
Total number		98	281	100%

Source : Questionnaire Result Data , 2025

Based on Table 3.2, the results show that the majority of respondents (52.2%) disagreed that information about the program was easily accessible to the public. This figure indicates that there is a problem in terms of information accessibility that needs to be addressed. On the other hand, 40.8% of respondents felt that the information was quite easy to access, while only 4% felt neutral. This indicates that respondents do not have a definite assessment regarding the ease of access to program information. This could be due to their lack of knowledge about the program, rarely seeking information related to the program, or having varying experiences in obtaining information. The 2% who strongly disagreed with this statement indicate that respondents felt information about the program was very difficult to obtain, while 1% of them strongly agreed because respondents felt that program information was very easy to access. They assessed that the dissemination of information was very good, clear, quickly obtained, and accessible to the public without significant obstacles. This figure shows that although the majority felt there was ease, many still felt there were obstacles in accessing the information they needed to participate in the program.

Based on this data, it can be concluded that although a small percentage of the community felt the program's objectives and benefits had been clearly explained, a larger number felt they had not received sufficient information about it. Therefore, the Sukabumi City government needs to address the need for clearer and more structured information delivery so that the community can better understand the benefits they can obtain from this program. To complement the analysis, transparency in the program's processes and stages also needs to be analyzed, as this will provide an overview of the extent to which the community is involved and has an understanding of how the program is run. In this regard, transparency in program stages plays a role in ensuring that the community feels involved and understands each step taken in program implementation.

Table 3.2 Process And Stages Program Informed In a way Open

Alternative Answer	Weight Mark	Frequency	Amount Score	Percentage
Very No Agree	1	3	3	3.1%
Don't agree	2	45	90	49.00%
Neutral/ Undecided	3	17	51	17.3%
Agree	4	33	132	33.7%
Very Agree	5	0	0	0%
Total number		98	276	100%

Based on Table 3.2, the majority of respondents (49%) disagreed that the program processes and stages were communicated openly. This indicates significant dissatisfaction regarding the lack of transparency in explaining the program processes and stages. On the other hand, 33.7% of respondents agreed that the program processes and stages were communicated sufficiently openly, although this still did not cover the majority of respondents. Meanwhile, 17.3% of respondents stated that they were neutral, indicating that they did not yet have a definite assessment regarding the transparency of information on the program processes and stages. This could be due to differences in respondents' experiences in obtaining information or limited understanding of program implementation. Another 3.1% stated that they strongly disagreed because some respondents felt that information regarding the program processes and stages was not yet conveyed optimally. This indicates that respondents felt they had not received sufficient explanation regarding the flow and stages of program implementation. Meanwhile, 0% indicates that no respondents considered the program processes and stages to be communicated very openly. These results indicate that although some respondents felt that information was sufficiently open, no respondents gave the program information disclosure the highest rating.

The significant percentage of respondents who disagreed indicates a lack of clear communication regarding the steps taken in program implementation. This highlights the importance of improving information delivery to ensure the public feels more involved and understands the process. Further outreach, both through mass media and direct community meetings, could be a solution to increase transparency. This can maintain public trust in program organizers and positively impact the program's smooth implementation and success.

Cost to Number of Participants Ratio

Assessing a program's budget utilization is crucial to ensuring that allocated funds are used efficiently and effectively. The cost-to-participant ratio is an indicator that measures the extent of the budget expenditure compared to the number of participants reached by the program. A positive ratio indicates that the funds used are able to reach a large number of participants with optimal results. Conversely, if the cost-to-participant ratio is too high for the number of participants reached, it indicates that the budget is not being used efficiently. In general, the purpose of assessing the cost-to-participant ratio is to ensure that the allocated budget is being used effectively to achieve the stated objectives. The more participants reached at a lower cost, the more efficient the program is in utilizing available funds.

Table 3.3 This Program Utilizes Budget Effectively to Reach Many Participants

Alternative Answer	Weight Mark	Frequency	Amount Score	Percentage
Very No Agree	1	1	1	1.00%
Don't agree	2	10	20	10.2%
Neutral/ Undecided	3	83	249	84.7%
Agree	4	4	16	4.1%
Very Agree	5	0	0	0%
Total number		98	286	100%

Source : Questionnaire Result Data , 2025

Table 3.3 shows how the public assesses whether the program budget is being used effectively to reach a large number of participants. The questionnaire results showed that the majority of respondents (84.7%) chose Neutral/Uncertain, indicating their uncertainty regarding the efficiency of budget use in reaching a large number of participants. This could be due to several factors, such as a lack of transparent information regarding fund allocation or difficulty understanding how much of the budget is allocated to each aspect of the program. A total of 10.2% of respondents chose Disagree, reflecting their view that the budget is not being used efficiently. This figure indicates public concern about suboptimal budget management. Although no one strongly disagreed (1%), this figure remains significant, indicating that some respondents perceive there is waste in the use of funds. Only 4.1% of respondents

agreed that the budget was used appropriately, indicating that a small portion of the public felt confident that the budget was being used efficiently and in accordance with its intended purpose. However, this figure is very small, indicating that the majority of the public felt doubtful or uncertain about this matter. Public Financial Accountability Theory suggests that transparency in budget management is a key aspect of improving public accountability. According to Hood (2006), in the context of public financial management, accountability relates not only to timely financial reporting but also to the presentation of information that is easily understood and allows the public to assess whether public funds are being used in accordance with their intended purpose. The uncertainty evident in the questionnaire results reflects a lack of transparency. in process allocation funds, Which can lower public trust in program budget management.

A total of 6.1% of respondents chose Disagree, indicating that there is a group of people who feel that the results achieved by the program are not commensurate with the amount of funds spent. This indicates dissatisfaction with the program, with the suspicion that the management of funds may not be as optimal as expected. Only 4.1% of respondents stated Agree, meaning that only a small number of respondents feel that the results of the program are commensurate with the funds that have been spent. The Theory of Program Effectiveness proposed by Weiss (2017) states that the success of a program can be measured by how much impact it produces compared to the resources spent, in this case the budget. According to Weiss, if the community feels uncertainty or lack of clarity regarding the results achieved, then this indicates that the program is less effective in achieving its goals or is not transparent enough in communicating the results that have been achieved.

Effectiveness Utilization of Human Resources

Optimal and efficient utilization of human resources (HR) is one of the main factors determining the success of a program. HR is a very valuable asset, because the quality and performance of human resources involved directly affect the effectiveness of program implementation. In this study, it is important to evaluate the extent to which HR is used effectively and efficiently in achieving program objectives, as well as whether the distribution of HR tasks and roles has been carried out well. Therefore, there are responses from respondents regarding Human Resources in the Program Used Optimally and Efficiently, which are distributed among 98 people, namely:

Table 3.4 Human Resources in the Program are Used Optimally and Efficiently

Alternative Answer	Weight Mark	Frequency	Amount Score	Percentage
Very No Agree	1	0	0	0.00%
Don't agree	2	5	10	5.1%
Neutral/ Undecided	3	89	267	90.8%
Agree	4	4	16	4.1%
Very Agree	5	0	0	0%
Total number		98	293	100%

Source : Questionnaire Result Data , 2025

Table 3.4 shows how respondents assessed whether the program's human resources were used optimally and efficiently. Based on the results, the majority of respondents (90.8%) chose Neutral/Undecided, indicating their uncertainty about how effectively human resources were used in program implementation. This uncertainty indicates that while human resources may have been utilized in the program, there is insufficient evidence to support the optimization and efficiency of these resource use. A further 5.1% of respondents chose Disagree, reflecting their view that the program's human resources were not being used optimally and efficiently. This could be due to a lack of good human resource management or inappropriate task allocation among implementers. This figure indicates concern that the program has not maximized the potential of existing human resources. Only 4.1% of respondents agreed that human resources were being used optimally and efficiently. Although a small number of respondents had a positive view, this figure is quite low, indicating that the majority of the community is uncertain or uncertain about whether human resources are being used efficiently and optimally. The Human Resource Management (HRM) theory proposed by Dessler (2017) states that to ensure the success of a program, human resource management must be carried out efficiently and in a structured manner, including appropriate training, appropriate assignments, and ongoing performance evaluation. This theory demonstrates that good human resource management is crucial to increasing the effectiveness of a program. Therefore, it is important to increase transparency in human resource management, including assignments, training, and performance evaluation.

Table 3.5 Program Implementation Not Hampered by Labor Shortages

Alternative Answer	Weight Mark	Frequency	Amount Score	Percentage
Very No Agree	1	5	5	5.1%
Don't agree	2	90	180	91.8%
Neutral/ Undecided	3	1	3	1.00%
Agree	4	2	8	2%
Very Agree	5	0	0	0%
Total number		98	196	100%

Source : Questionnaire Result Data , 2025

The results from Table 3.5 show that the majority of respondents (91.8%) chose Disagree regarding the statement that program implementation was not hampered by a shortage of labor. This means that most respondents felt that program implementation actually experienced significant obstacles due to a shortage of labor. This indicates that even though the program is running, there is a potential imbalance between the number of workers needed and the number available. The very high level of disagreement indicates that many parties involved in the program feel that the existing workforce is insufficient or inefficient in supporting the program's implementation optimally. Factors that may contribute to this include a lack of trained personnel, inadequate planning in assignments, or perhaps an uneven distribution of tasks. A lack of trained and competent personnel will hinder the efficiency of program implementation and may even lead to delays in achieving program objectives. 5.1% of respondents chose Strongly Disagree, reflecting a very negative view of workforce management in this program. Respondents who chose this option may feel that the workforce shortage has significantly hampered the program's progress or even caused the program's inability to achieve its stated goals. Meanwhile, only 2% of respondents chose Agree, indicating that very few respondents felt that the program was not hampered by a workforce shortage. Furthermore, 1% chose Neutral/Undecided, indicating their uncertainty regarding the workforce shortage in the program's implementation. No respondents stated Strongly Agree that the program was running smoothly without being hampered by a workforce shortage. The majority of respondents expressed doubt or uncertainty about how well human resources are utilized in program implementation. This indicates uncertainty and a lack of transparency regarding human resource management, including the division of tasks and roles, and the extent to which human resources are utilized to achieve program objectives. Some recommendations for improving human resource utilization are:

- 1) Training And Development HR: Counseling And training Which More intensive support for program implementers can improve HR performance and ensure that they have the skills needed to run the program well.
- 2) Improvement Internal Communications : Ensuring existence clear communication about distribution duties and roles between team program implementer so that No There is duplication or mismatch in implementation program.
- 3) Transparency in Management HR: Give information Which more clear And open to public about How HR managed in this program can help increase trust public to human resource management .
- 4) Evaluation Periodically : Do evaluation in a way periodically to HR performance And distribution task can help detect problem more early and ensure that human resources are utilized with the most efficient way .
- 5) Improvement Recruitment And Training : Program This need pay attention to the recruitment process For ensure that power work involved own sufficient capacity and quantity . In addition that , intensive training And organized For increase skills HR Which there is also very important .
- 6) Arrangement Duties and Division Job : Organizer need repair method distribution task so that every power Work can Work optimally according to with capacity and capabilities .
- 7) Improvement Management Source Power Human : Required better management Good in manage power work , such as monitoring performance in a way periodic and providing feedback for repair every existing deficiencies .

Theory in *Project Management* by Meredith and Mantel (2017) states that effective time management is crucial to the success of project implementation, and that even small, undetected delays can have a significant impact on the overall outcome. The uncertainty reflected in the results of this survey illustrates the importance of supervision time in every program phase . View This Possible reflect that There is inaccuracy in time management, which can include unexpected schedule shifts or delays in some parts of the program's implementation. While no group strongly agreed, this uncertainty provides room for improvement in managing and monitoring timekeeping. The presence of several respondents who expressed disagreement indicates the importance of further monitoring program implementation to

improve timekeeping.

Table 3.6 Program Implementation Time is Maximally Utilized to Achieve Goals

Alternative Answer	Weight Mark	Frequency	Amount Score	Percentage
Very No Agree	1	2	2	2.00%
Don't agree	2	3	6	3.1%
Neutral/ Undecided	3	93	279	94.9%
Agree	4	0	0	0%
Very Agree	5	0	0	0%
Total number		98	287	100%

Source : Questionnaire Result Data , 2025

The results from this table indicate that the majority of respondents (94.9%) provided neutral or uncertain answers regarding whether the available time was being utilized optimally to achieve program objectives. This suggests that while many believed that time was being used for relevant activities, they felt there was insufficient information or data to assess whether all available time was being used effectively to achieve the stated objectives. There may be a lack of communication regarding how each portion of time is allocated to activities that support goal achievement. Two percent of respondents chose Disagree, which could indicate that they felt the time spent on the program was not being fully utilized to achieve the desired goals. This may be related to some activities being deemed unnecessary or less productive, wasting time that could have been used for more strategic activities. This suggests that while most respondents did not feel their time was wasted, a small group felt their time could have been better used.

The use of time in implementing this program can be linked to the *Time Management and Transparency theory* put forward by several experts in the fields of management and public administration. One relevant theory is the *Effective Time Management theory* developed by Peter Drucker, a management expert. In his theory, Drucker emphasized the importance of efficient time management to increase productivity and effectiveness in achieving organizational goals. Drucker argued that time is a limited resource, and therefore poor time management will directly impact organizational performance. The uncertainty and doubts that emerged among respondents regarding use time indicates that program Not yet fully utilize the principles of effective time management, especially in terms of time allocation and transparency of time use.

Improvement Access Public service

Improving access to public services is a key objective of many public policies designed by governments, at the local, national, and international levels. Improved access to public services is expected to improve the quality of life for the public, especially for those who previously struggled to obtain the services they need. Effective and affordable public services are a key indicator of a government's responsiveness and accountability to the needs of its citizens. In general, access to public services can be hampered by various factors, such as geographic limitations, low human resource capacity to provide services, lack of adequate infrastructure, or even public ignorance about the existence of available services. Therefore, improving access to public services is often a priority. in policy programs Which want to achieving inclusive, efficient governance that is able to address socio-economic disparities.

Based on the results of this table, the majority of respondents (94.9%) chose Neutral/Undecided, indicating uncertainty or doubt regarding the claim that the program has successfully improved access to public services. This figure indicates that although most respondents did not perceive significant barriers to access, they were not yet fully convinced that the program had truly made a significant difference in terms of improving access. This could be due to various factors, one of which is the lack of clear information regarding how the program was implemented and its impact on the community. 3.1% of respondents chose Disagree, indicating a negative view of the claim. They may feel that despite efforts to improve access, the public services provided remain difficult to access or inadequate. Meanwhile, only 1% of respondents Which choose Very Agree, Which reflect that only a small proportion of respondents felt a significant increase in access to public services.

Savas's (2000) Access to Public Services Theory states that improving access to public services depends heavily on the government's ability to overcome structural and informational barriers within the community. The theory also emphasizes that despite efforts to provide better access, obstacles such as unclear information and a lack of transparency in policy implementation can hinder desired outcomes.

ANALYSIS THE SMART DEMOCRACY CAR PROGRAM (MOCI) IN INCREASING THE PARTICIPATION OF FIRST-TIME VOTERS IN CIKOLE DISTRICT, SUKABUMI CITY

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Table 3.7 Communities Who Previously Had Difficulty Accessing Services Now Have More Access

Alternative Answer	Weight Mark	Frequency	Amount Score	Percentage
Very No Agree	1	2	2	2.00%
Don't agree	2	2	4	2.00%
Neutral/ Undecided	3	93	279	94.9%
Agree	4	0	0	0%
Very Agree	5	1	5	1%
Total number		98	290	100%

Source : Questionnaire Result Data , 2025

In this table, the results show a similar pattern. The majority of respondents (94.9%) responded Neutral/Undecided, again indicating uncertainty about whether the program has truly made services more affordable for people who previously had difficulty accessing them. People who were previously marginalized or unable to access certain services may feel they haven't seen a real change, or they may not have received enough information about the changes being made. 2% of respondents chose Disagree, indicating dissatisfaction with the claim that services are now more affordable. These people may still feel the program hasn't been effective in addressing the access barriers they face, or they may feel that costs or other barriers that limit access still persist. 1% of respondents strongly agreed, indicating that a small percentage of people felt a positive impact from the program, as they can now access public services that were previously difficult to access. The theory of *Equity in Access to Public Services* proposed by Le Grand (2021) emphasize that provision access Which equivalent to Public services are a key factor in achieving social justice. According to this theory, although programs aim to reduce inequality and facilitate access for marginalized groups, visible results are often hampered by structural factors and information barriers. This can lead to uncertainty among the public, as reflected in the uncertainty reported in survey results.

Table 3.8 This Program Expands the Reach of Public Services to Areas in Need

Alternative Answer	Weight Mark	Frequency	Amount Score	Percentage
Very No Agree	1	1	1	1.00%
Don't agree	2	2	4	2.00%
Neutral/ Undecided	3	94	282	95.9%
Agree	4	0	0	0%
Very Agree	5	1	5	1%
Total number		98	292	100%

Source : Questionnaire Result Data , 2025

The results of this table also show that the majority of respondents (95.9%) chose Neutral/Undecided, indicating their doubts about whether the program has truly succeeded in expanding the reach of public services to areas in need. Although the program aims to cover more remote or underserved areas, respondents tend to feel doubtful because they may not have felt the changes or they do not have clear information about the program's implementation in their area. 2% of respondents chose Disagree, indicating the view that the program has not succeeded in reaching areas in need. These communities may feel that, despite the program's announcement, its implementation is not yet widespread enough or has not yet reached the areas most in need. 1% of respondents strongly agree, indicating a small group experiencing a real change, with public services now more accessible, especially in areas where access was previously difficult.

The Creation of Public Values

Public values refer to the fundamental principles that must be upheld in the delivery of public services, such as justice, transparency, public participation, and social benefit. A program that successfully creates public values not only achieves its goal of meeting community needs but also creates positive impacts that are felt by the community in social and moral aspects. Public values are crucial because they underlie the relationship between government and society and create a more just and participatory environment.

The creation of public values in a program encompasses two main aspects: first, how these values are implemented in the policies and services provided, and second, the extent to which the public perceives or is involved in creating these values. Therefore, it is crucial to evaluate how a program promotes values that benefit the community, encourages social awareness and collaboration, and integrates principles such as fairness, participation, and utility into every aspect of its implementation. The following is a more detailed calculation of the score

distribution by category:

- 1) Total Score Very Low 33 items × 98 respondents × mark score 1 = 3,234
- 2) Total Score Low 33 items × 98 respondents × mark score 2 = 6,468
- 3) Total Score Currently 33 items × 98 respondents × mark score 3 = 9,702
- 4) Total Score Height 33 items × 98 respondents × mark score 4 = 13,936
- 5) Total Score Very High 33 items × 98 respondents × value score 5 = 17,170

With the total score obtained on the MOCI program analysis variable of 8.209 and using the number 17.170 as the maximum expected score (33 items × 98 respondents × score value 5), we can calculate the percentage of success of program implementation:

$$\frac{8,209}{17.170} \times 100\% = 47,8\%$$

Table 3.9 Measurement Scales and Classifications

Measurement (%)	Criteria
≤20%	Very Low
21% - 40%	Low
41% - 60%	Currently
61% - 80%	Tall
81% - 100%	Very Tall

Source : Questionnaire Result Data , 2025

On a continuum it can be described as follows:

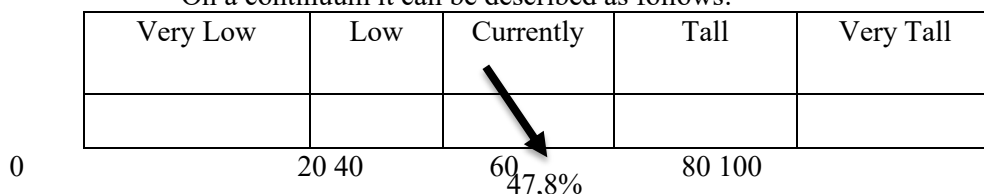


Figure 1Continuum Line of MOCI Program Variables

Based on the criteria set out in Table 3.9, these results fall into the Moderate category (41% - 60%). Thus, the implementation of the Smart Democracy Car (MOCI) program can be said to be underway, although there is still room for improvement to reach a higher level. The researcher explained the respondents' responses regarding the implementation of the Program to Increase Participation of First-Time Voters in Sukabumi City, referring to James Anderson's policy implementation theory. James Anderson's program evaluation theory encompasses several important dimensions in evaluating policy effectiveness, including transparency of program information, accountability of financial management, conformity of implementation to plans, absence of corruption, collusion, and nepotism (KKN), cost-to-participant ratio, effectiveness of human resource utilization, minimization of budget waste, effectiveness of time use, increased access to public services, creation of public values, and community participation.

Knowledge of the rights and obligations of voters is a crucial aspect of holding democratic and dignified elections. A clear understanding of these rights and obligations is the foundation for citizens to participate in the political process, particularly in selecting the right leaders and contributing to the nation's development process. Without adequate knowledge, voters will not be able to exercise their right to vote responsibly, which can result in inaccurate voting results in general elections. In this context, knowledge of voter rights and obligations serves as a tool to increase voter participation in elections and ensure that their rights are used wisely. According to theory *Democratic Participation* Which put forward by Dahl (1989), a healthy democratic system requires active participation from inhabitant country Which understand right And his obligations. Inhabitant country educated with Good about his rights as voters will They tend to be more active and responsible in participating in elections. Therefore, it is important for every voter to have sufficient knowledge about how to vote correctly and why their participation is so important.

Table 3.10 I Know My Rights and Obligations as a Voter in the Election

Alternative Answer	Weight Mark	Frequency	Amount Score	Percentage
Very No Agree	1	0	0	0.00%
Don't agree	2	0	0	0.00%
Neutral/ Undecided	3	43	129	43.9%
Agree	4	54	216	55.1%
Very Agree	5	1	5	1%
Total number		98	350	100%

Source : Questionnaire Result Data , 2025

The results of Table 3.10 show that the majority of respondents (55.1%) stated that they Agree that they know their rights and obligations as voters in the election, while 43.9% of respondents chose Neutral/Undecided, indicating that there are still respondents who do not have full confidence in their understanding of their rights and obligations as voters. This condition may indicate that the information or understanding held by respondents is still at a basic level or has not been fully understood in depth. 1% chose Strongly Agree, indicating that a small number of respondents feel they fully understand their rights and obligations as voters in the election. This percentage reflects the presence of respondents who have a high level of confidence in their understanding regarding participation in the election. Meanwhile, 0% of respondents chose Disagree and 0% chose Strongly Disagree. This indicates that there are no respondents who directly stated that they do not understand their rights and obligations as voters in the election. Thus, in general, respondents tend to have a positive view of their understanding of their rights and obligations as voters, although the level of confidence still varies.

Table 3.11 I Understand That I Have an Obligation to Use My Right to Vote Responsibly.

Alternative Answer	Weight Mark	Frequency	Amount Score	Percentage
Very No Agree	1	0	0	0.00%
Don't agree	2	0	0	0.00%
Neutral/ Undecided	3	50	150	51.00%
Agree	4	47	188	48%
Very Agree	5	1	5	1%
Total number		98	343	100%

Source : Questionnaire Result Data , 2025

Table 3.11 shows that 48% of respondents agree that they have an obligation to exercise their right to vote responsibly, and 51% of respondents chose Neutral/Undecided, indicating that most respondents do not yet have a completely strong belief regarding the understanding that exercising their right to vote responsibly is an obligation. This may reflect that respondents' understanding of the responsibility in exercising their right to vote is still varied. Only 1% chose Strongly Agree, indicating that a small number of respondents have a very strong belief regarding the obligation to exercise their right to vote responsibly. answer. Matter This reflect level understanding And high awareness of the importance of the role of voters in elections, with no respondents Which choose No Agree or Very No Agree. Results This indicates that although the majority of respondents recognize the obligation to exercise their right to vote responsibly, a significant portion remains uncertain about the extent to which this obligation is internalized in their actions. This uncertainty could stem from a lack of a clear understanding of the impact of voting on their lives or a lack of knowledge about how to exercise their right to vote most effectively.

Interest To Information Political

Interest in political information is an important indicator in assessing the level of public engagement in political life. Individuals who are interested in keeping up with political information are more likely to participate in political discussions, decision-making, and, most importantly, the electoral process. This interest is also closely related to the concept of Political Engagement, as expressed by Verba, Schlozman, and Brady (1995), which shows that interest in politics plays a significant role in encouraging more active political engagement.

Discussion of Research Results

The researcher explains the respondents' responses regarding the implementation of the Program to Increase Participation of First-Time Voters in Sukabumi City, referring to Ramlan Subakti's policy implementation theory. James Anderson's program evaluation theory includes several important dimensions in evaluating policy

effectiveness, including transparency of program information, accountability of financial management, conformity of implementation to plans, absence of corruption, collusion, and nepotism (KKN), cost-to-participant ratio, effective utilization of human resources, minimization of budget waste, effective use of time, increased access to public services, creation of public values, and community participation. In the context of First-Time Voter Participation, relevant dimensions include political awareness, which encompasses knowledge of rights and obligations as voters, understanding of local and national political issues, interest in political information, and awareness of the importance of voting in determining the direction of regional or national development. In addition, the dimension of trust is also an important factor, with a focus on trust in the election system, the General Elections Commission (KPU) as the election organizer, local governments in following up on community aspirations, and political parties and candidates involved in the election. Through these dimensions, evaluation of first-time voter participation can be conducted to assess the success and effectiveness of related policy implementation. Based on the research results, it was found that the Democracy Smart Car Program (MOCI) in Subdistrict Cikole, City Sukabumi own influence on increasing the participation of first-time voters. In analyzing the influence of the Program variable Car Intelligent Democracy (X) to Participation Voters Beginner (Y), Researchers used James Anderson's program evaluation theory. This theory encompasses important dimensions in evaluating policy effectiveness, namely transparency of program information, accountability of financial management, compliance with plans, absence of corruption, collusion, and nepotism (KKN), cost-to-participant ratio, effective human resource utilization, minimizing budget waste, effective use of time, increased access to public services, creation of public values, and community participation. Respondents' responses indicate implementation.

CONCLUSION

The focus of this research is the decline in first-time voter participation after the launch of the Smart Democracy Car (MOCI) Program. Based on the research results and data analysis, the following questions can be answered:

1. Decline Participation Voters Beginner After the MOCI Program is Implemented :

Results study show that although Program Car Smart Democracy (MOCI) in the District Cikole , Sukabumi City , no own significant influence to improvement participation voters beginners , there are a number of factor Which cause decline participation the . Matter This indicated from a number of necessary dimensions repaired , such as Trust to Party Politics and Candidates . Responses respondents show that although There is improvement awareness politics , voters beginner Still own level trust Which low to party political And candidate Which involved in election . The lowest score on the dimension This show that lack of trust can cause decline participation even though the program has implemented .

2. Reason Decline Participation :

A number of factors that cause decline participation voters beginner post launch of this program such as low intensity program socialization , which influences level understanding voters beginner to the importance of this program . In addition that , management source Power man in the MOCI program which is not yet optimal also becomes factor affecting less results maximum . Although transparency program information shows good scores , human resource management and involvement of implementers in socializing the program is necessary improved so that it can covers more Lots voters beginner .

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